

SYSTEMS AND METHODS IN WHICH A PROVIDER IS SELECTED
TO SERVICE CONTENT REQUESTED BY A CLIENT DEVICE

ABSTRACT OF THE INVENTION

5 Methods and systems for servicing content for delivery to a client device are described. An item of content is identified during a session with the client device. A type of service to be performed on the item of content is identified. A provider is selected from a plurality of providers capable of performing the service. The session is transferred to the selected provider, which performs
10 the service on the item of content.